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PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISING

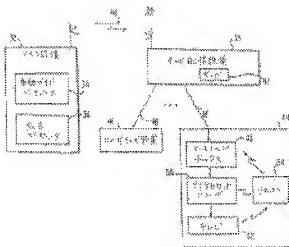
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Applicant(s):	UNITED VIDEO PROPERTIES INC
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- more

Abstract of JP 2006101548 (A)

PROBLEM TO BE SOLVED: To provide an interactive television program guide system in which a targeted advertisement can be presented to a user and a targeted action can be taken in the program guide, based on user's interests.; SOLUTION: The program guide monitors the user's interactions with the program guide to determine the user's interests, interactions that may be monitored include interactions that indicate a category of program that interest the user (e.g., movies, sports, programs for children), e.g., setting a reminder for a program, purchasing a program, requesting information on a program, browsing program lists for a particular time or channel, etc.; COPYRIGHT: (C) 2006, JPN&NCIP



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